Permit #F00028173

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00028173 **Type of Permit:** FILMING **Release Date:** 05/21/2010

Production Company	BEEF FILMS & CHOP HOUSE EDIT
Insured Company Name	BEEF FILMS & CHOP HOUSE EDIT
Contact Phone No. 1	213-221-7104
Contact Phone No. 2	
Fax	
Address	5408 South Spring Street, Unit B2 Los Angeles, California 90013
Production Title	ACTIVIA
Type of Production	Commercial - Standard

Producer	John Malina
Director	Nick Spooner
1st AD	Kevin McCarthy
Production Manager	Jen Wong
FilmL.A. Coordinator	Naomi Kajiyama
Location Manager	Cale Hanks
Primary Phone	Mobile - 213-500-7515
Secondary Phone	Office - 310-576-0797
Location Assistant	NA NA
Primary Phone	Office - 310-576-0797
Secondary Phone	

Fees

Posting 300	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $917.00

Number of Locations 1

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Summary Information — Location

Location 1 of 1

Permit Number	F00028173	**Location Manager**	Cale Hanks
Production Company	BEEF FILMS & CHOP HOUSE EDIT	Primary Phone	Mobile - 213-500-7515
Insured Company	BEEF FILMS & CHOP HOUSE EDIT	Secondary Phone	Office - 310-576-0797
Production Title	ACTIVIA		

Location Address 14106 Ventura Blvd, Sherman Oaks, CA, 91423

Location Names

Location Type Restaurant

Location Description

Film Dates 5/24/2010 - 5/24/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Beef.Activia.28173.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	30
Condors	1
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	25
Extras	15
Spot Check	1

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street : 14106 Ventura Blvd

Crew Parking
Location Type : Private Parking Lot
Street : 14140 Ventura Blvd

Posting "No Parking" signs E/S Stansbury Ave., Ventura Blvd - South 75'

Approximate Footage 0 - 300 **Log Number** 1015227

Date(s) 5/24/2010 to 5/24/2010 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs S/S Ventura Blvd., Stansbury Ave - 14106 Ventura Blvd

Approximate Footage 0 - 300 **Log Number** 1015227

Date(s) 5/24/2010 to 5/24/2010 **Time(s)** 07:00 to 22:00

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Beef Films ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 3/23/10

Representative's Signature

Cathleen Alexander

Representative's Name (Please Print)

Producer

Representative's Title (Please Print)

Beef Films

Name of Principal (i.e. company name) (Please Print)

411 Santa Monica Blvd.
Suite B
Santa Monica, CA 90401

Principal's Mailing Address (Please Print)

310-576-0797

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

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